

Intentional Retake

(S.D.C. mail) - 7/2/50 (W) - 2:30 - 4:30
 249. 700-1000 Mass.
 Business lease renewal.
 347' of store - 44' x 79'.
 Pay \$6M rent now; asking us for \$700.
 We are not making any money now.
 Stick to one year; pay no more what, even if we lose store.
 344. Phila. (150 Chestnut St.) (S.E. Mo.)
 Business reducing size of store 40' x 65' because of local
 situation - 1400 sq. ft. would reduce to ab. 1170 (loss of 2500)
 We pay \$36,400 rent.
 Store owner willing to take rear 65' x 40' of store.
 Are we willing to operate this store & give up 65' of front store?
 Our lease expires in Nov. '51; cannot renew lease unless
 we pay \$50,000 for rental which would just about put us
 out of business.
 Not a good location; most men here, & men's wear
 stores. - C.E.H. (not good for our business.)
 High of \$618M in sales. (not \$68M)
 Contr. cost of \$160 M, less \$40 M landlord's contrib. toward
 improvement cost total contri. cost \$200 M.
 certain types of mdee. will not sell here. (fifth lines) - S.D.C.
 made \$43M in '51.
 If need space is lost to us, our sales would drop to ab. \$300M.
 Pays 7% D.C.
 We have to retain 2nd fl. space.
 New 2M store opened in '49 - hurt us.
 50 stool fl. to be.
 This would be a
 "No possibility of any great volume here." - C.E.H.
 No fat. business here now - most of business done 1142A
 Would want a 10 yr. lease w/ a 10 yr. option.
 C.E.H. opposed to this deal - to spending \$760 M. here
 all with present numbers of com. seemed willing to go along with
 the gamble, which it is - S.E.H. think we ought to do it.

